

Sportsman's Goods.

The

MONARCH

Models Youths' and Models Girls' and Boys' are the only prices on they advertise for sale early in that year, and way, without name plate, Davies, Turner & Co., of the wheels delivered was sold as Monarch bicycles. Our script name was on Defiance wheels were not by said firm was not available. was as follows :

SALES AGENTS:
Holsum Arms Co., 314-316 Lexington, 44th st. and Lexington
Rebaum, 96th st. and Lexington
Cycle Co., 1686 Broadway

Cycle Co.
 Hunt.
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—Before purchasing any machine, save you money. **MACDONALD**

An Open Letter to the Public.

We did not sell any bicycles to said firm.
We did not guarantee any Monarch bicycles to them. They have not got 1,500 Monarch bicycles.

MONARCH CYCLES.

1897 Price List.

Models 46, 47 and 44 A.....	\$100.00
Tandems, Models 49 and 50.....	150.00
Cooper Racer, Model 48.....	125.00
Models 44 and 45.....	75.00
Defiance, Models 37 and 38.....	60.00
Defiance, Models Youths' and Misses'.....	50.00
Defiance, Models Girls' and Boys'.....	40.00

These are the only prices our catalogued Monarch and Defiance bicycles are sold at. What they advertise for sale is a part or all of 150 shop-worn 1896 Defiance wheels, made by us early in that year, and was a job lot, sold to the Eureka Trading Company, 358 Broadway, without name plates and tires, for export, and delivered to their forwarding agents, Davies, Turner & Co., 27 State street, to be shipped to London. The Model numbers of the wheels delivered were 31 and 32, of the Defiance line, and were never catalogued or sold as Monarch bicycles. The use of our Monarch trade mark, the Lion's Head, and our script name was unauthorized. Upon investigation we found that the job lot of Defiance wheels were not exported, but resold to said firm. The guarantee as published by said firm was not authorized or given by us. Our guarantee to the Eureka Trading Co. was as follows :

Eureka Trading Co.,
New York City.

New York, March 12, 1897.

Dear Sir:—We hereby guarantee the one hundred and fifty (150) models 31 and 32 wheels, which we have this day sold to you, for six (6) months from date. Conditions of said guarantee to be the same as the National Cycle Board of Trade, and same as published in our catalogues. Yours very truly,

MONARCH CYCLE MFG. CO.

The entire matter has been placed in the hands of our attorneys, Redding, Kiddle & Greeley, of New York city, also counsel for National Cycle Board of Trade, with instructions to bring suit. The public are invited to investigate the 1897 Monarch Bicycles at our Branch House, 27 Reade st., and the following local agents:

NEW YORK AGENTS:
H. & D. Folsom Arms Co., 314-316 Broadway.
E. A. Herrmann, 44th st. and Lexington av.
B. J. Applebaum, 96th st. and Lexington av.
The Graphic Cycle Co., 1686 Broadway.

JERSEY CITY:

BROOKLYN AGENTS:
Aronstam & Co., 430 5th av.
Down & Fleet, 1191 Bedford av.
Thos. A. Christopher, 143 Broadway.
R. F. Simmons, 132 Kent st.

Very respectfully.

Jersey City Cycle Co.
Thomas Hunt.
George A. Renkee.

THERE ARE DIFFERENCES

in high-grade bicycles although their construction has almost reached perfection. The 1897

STERLING

STERLING

combines the highest mechanical skill and the finest material, hence riders claim it is

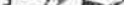
"BUILT LIKE A WATCH"
Only one grade and every wheel

...AND...
THE BELVIDERE.

Get catalogue.

SCHOVERLING, DALY & GALES,
302 BROADWAY.

COMMITTEE ON
WAYS AND MEANS



Phillips Mfg. Co., 307-309 West Broadway, close to
Grand St. station, 6th Ave. E., and 3rd Broadway.

3,000 Worden Wheels

When a person who knows nothing of bicycles desires to purchase a wheel the safest course to pursue is to talk to one

Any rider will usually swear by his wheel; but get under the surface—find out whether he really means it or seeks to justify his indulgence.

E. C. STEARNS & CO., TINKHAM CYCLE CO.,
Makers, New York Agents,
SYRACUSE, N. Y.

HERALD CO., (Basement), 114 Nassau St.
New **JOHNSON CYCLES**, 894.50.

Willis' Park Row Bl. Co., 23 Park row, opp. Post office.

1897 NONPAREILS, \$29.
guaranteed for Six Months.
Also Credenda, Kellips, Crescent, Rambler, Liberty,
\$15 up. 1897 Norwoods, Eries, Genstars, Helios,
Belmonts, & Old wheels exchanged, call and inspect.
MANHATTAN CYCLE CO. 40, Broadway.

BICYCLES FROM \$10 to \$50.
Purchasers at our Annual Spring Sale of Bicycles will be taught free in our academy. Our assortment of second hand wheels comprises Starlings, Hartford, Columbias, Crawford, Crescents, etc.

123 Chambers Street, N. Y.
9 Grand Circle near 56th St. N. Y.
1138 Bedford Avenue, Brooklyn
Factory, Cleveland, Ohio.

SALE CLOSING—Before purchasing any make write me! can save you money. **MACDONALD, box 178 Sun office.**
